

**ABSTRACT****INTERACTIVE SYSTEM USING ELECTRONIC TAGS**

5 An interactive system which makes use of interactive electronic tags (ID) includes a tag reader (24) and a processing terminal (32). Profile information stored on an interactive tag (ID) can be altered using profile data, which may be promotional data, carried by another tag (PRINF) in accordance with operating instructions, for example cut, copy, paste, delete and so on,  
10 carried by a further tag (ACT), when said interactive, another and further tags are read in conjunction by the tag reader (24).

(Figure 2)